







ENMAX





ENMAX





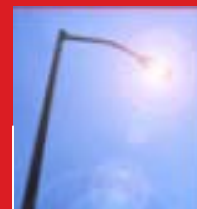
ENMAX





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Green Power Marketing Abroad Canada

Presented by Theresa Howland, ENMAX Energy Corp.

Seventh National Green Power Marketing Conference

Monday, September 30th, 2002



ENMAX Background



- **ENMAX Corporation**
 - Wholly-owned subsidiary of the City of Calgary
 - Three subsidiaries
- **ENMAX Energy**
 - Provides electricity and products to over 400,000 Albertans
- **ENMAX Power**
 - Owns, operates and maintains the regulated power delivery system
- **ENMAX Encompass**
 - Customer service, call center and billing



ENMAX Energy Corporation

- **As of January 1, 2001 customers can choose from the following:**
 - regulated or default rate options
 - competitive retail energy provider
- **Focus on competitive deregulated environment**
- **Provide innovative products and services**
- **Aggressively acquire customers through competitive retail offers**



Greenmax

- **Launched Canada's first Residential Green Power program in 1998.**
- **Launched Canada's first Commercial Green Power program in 2000.**
- **Currently there are eight Green Power marketing programs in Canada which provide customers a choice to support renewable energy.**



Green Power Programs in Canada



Green Power in Canada

Total Energy Production by Source









- Large Hydro
- Coal
- Natural Gas
- Nuclear
- Green

Total Green Power Production by Source

- Wind
- Biomass
- Small Hydro
- Solar



Green Power Programs in Canada

Company	Program Name	Source	Program Description				
			Residential	Premium (cents/kWh)	Customer Participation	Commercial	Premium (cents/kWh)
ENMAX	Greenmax	Wind 	75kWh (13%) for \$5 160kWh (27%) for \$10 250kWh (42%) for \$15 *Based on 600kWh/mo	6.7 6.3 6.0	4000+	425kWh for \$25 1000kWh for \$55 2000kWh for \$110 8000kWh for \$440	5.9 5.5 5.5 5.5
Epcor	Eco-Pack	Wind, Solar, Run-of-the-River Hydro, Bio-mass 	10% for \$5 25% for \$10 50% for \$20 100% for \$40 *Based on 550kWh/mo	9.1 7.3 7.3 7.3	3500	10% for \$50 25% for \$125 50% for \$250 100% for \$550 *Based on 7000kWh/mo	7.1 7.1 7.4 6.4
SaskPower	Greenpower	Wind, SaskPower retains credits to offset CO2 emissions in Saskatchewan 	\$3.50/100kWh block	3.5	N/A	\$0.035/kWh min. \$500/month	3.5 min. \$500/month
UtiliCorp-Aquila	Green Power	Wind, solar, small hydro, geothermal and biomass 	Any percentage of power at an extra 1.5 cents per kWh or any flat rate customer chooses.	1.5	<50	Program appears to be in development.	Negotiable flat monthly amount.
Maritime Electric	Green Power	Wind 	50kWh for \$1.75	3.5	N/A	50kWh for \$1.75	3.5
Toronto Hydro	Cit-source	Wind, small hydro 	55kWh for \$5	9.0	N/A	166 kWh for \$14	8.43
Ontario Power Generation	Evergreen	Small hydro, biomass, wind and solar 	N/A	N/A	N/A	\$35-\$55 per MWh	3.5 to 5.5
Green Tags Ontario	Green Tags	Wind 	1 MWh at a cost of : \$75/Year \$20/Quarter \$7/month (min. 2)	7.5	N/A	1 MWh for \$75/year	7.5

Greenmax Success

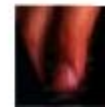
- **Residential program has grown by 225 per cent**
- **Greenmax supply has grown by 10 times it's initial supply**
- **Over 80 per cent of the available wind power has been sold**
- **With over 39 MW of Capacity, Greenmax ranks as a leader in renewable energy programs.**
 - **Canada**
 - SaskPower - 17 MW
 - Maritime Electric - 5.2 MW
 - Epcor - 14MW
 - Ontario Power Generation - 10MW (planned)
 - **United States**
 - Austin Energy - 76.9 MW
 - Xcel Energy - 46.7 MW
 - Los Angeles Department of Land and Water - 27.0MW



Greenmax Success



- **Positive impact that Greenmax has had on the environment from 1997 through 2001:**
 - Over 110 million kWh of wind generated electricity
 - 110,000 tonnes of CO₂ reduced
 - not driving cars over 480 million kilometers
 - CO₂ reduced by over 12 million fully grown trees annually
 - By the end of 2002 the positive impact will be double



Marketing Programs

Residential

- **Greenclub**

- Created as a means to attract residential customers to Greenmax
- Provides value-added offers, discounts and information at participating businesses
- Consumers are more inclined to purchase green power if value-added discounts to other 'green' companies are provided
- Creating a more “tangible” program increases the success rate

Think Green, save some green.



Marketing Programs

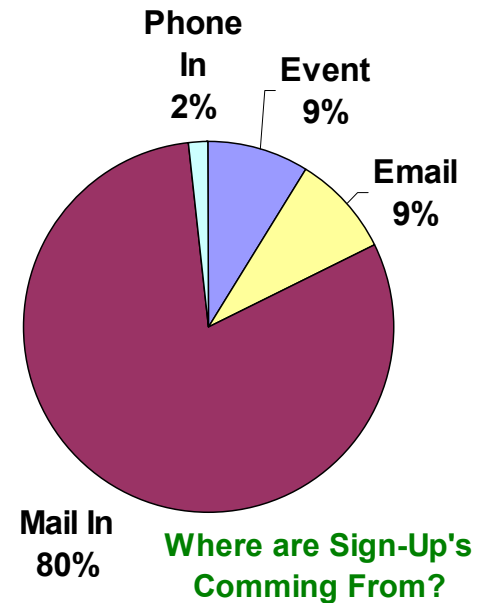
Residential

- **Direct Mail**

- When asked: 58 per cent heard about Greenmax through a Direct Mail Piece.
- Direct mail pieces average a response rate of 2%
- Last Greenmax Direct Mail generated over 550 signups.

- **Event Team and Green Car**

- Participates at events at various Greenclub Alliances, Sponsorships and community events to generate awareness of the Greenmax program and sign-ups.



Marketing Programs

Commercial

- **Creating Tangible Benefits**

- Tangible (electricity) Vs. Intangible (Green Power)
 - Customers have difficulty determining tangible benefits
 - Green Power does not displace electricity they currently purchase
 - Difficult to differentiate from common electricity sources
- Product attributes that make Greenmax tangible:
 - EcoLogo Certification
 - Verifiable Emission Reductions
 - Marketing Partnership
 - Greenclub Partnership
 - Customers receive a Greenclub card to be used at participating alliances
 - Quarterly newsletter continuously show customers the impact of participation on the environment while also communicating special offers provided by alliance members



Marketing Programs



Commercial

- **Innovative Ideas**
 - Calgary Transit's *Ride the Wind!* program began in September 2001 and is the first of its kind in North America. Calgary Transit has committed to a ten-year contract to power its Light Rail Transit system by 100 percent wind power.
- **Blending Green Power with Electricity Choices**
 - Including Greenmax as a value added product on electricity contracts
 - Used to enhance the electricity offering and differentiate from competition



Market Drivers in Canada



Federal Support

- **Purchases**
 - **Action Plan 2000**
 - Green power Purchase Commitment of 20%
 - **Green Power Marketing Program - 1997**
 - Green Power Purchase for Environment Canada and Natural Resources Canada PLUS
 - PLUS had to create choice
- **Incentives**
 - **Wind Power Production Incentive (December 2001)**
 - \$260 million
 - 1.2 to 0.8 Cents/kWh product incentive for wind
 - **Market Incentive Program (December 2001)**
 - \$25 million for Promotion



Market Drivers in Canada



Federal Support CONT'D

- **Certification**
 - **EcoLogo (1997)**
 - The EcoLogo™ is Environment Canada's official mark of environmental leadership
 - Greenmax is as an EcoLogo™ product which is only granted to products that have superior environmental performance
 - Commercial Greenmax participants are able to display the EcoLogo™
 - Use the EcoLogo™ and state their commitment to the environment
 - Still has not been accepted by Government - Possible acceptance - Early 2003



Market Drivers in Canada



Provincial Support

- **Purchases**
 - Alberta Provincial Purchase
 - Saskatchewan Provincial Purchase
 - Prince Edward Island Provincial Purchase
- **Competition**
 - Alberta
 - First market to open to competition
 - 2 Utilities - ENMAX and Epcor have subscribed over 7000 Green Power customers
 - Ontario
 - Next to open markets to competition
 - Several marketers have begun or are planning to expand their Green Power offerings.
- **Policy**
 - Nova Scotia
- **Voluntary RPS - BC Hydro**
 - 10% of all new electricity will be generated from emerging renewables.



LOOKING FORWARD.



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